

## What You Will See

Every use of Pepsodent will bring you five conspicuous effects.

Note how clean the teeth feel after using. Mark the absence of the viscous film. See how teeth whiten as the film-coats disappear.

In ten days let your mirror tell how Pepsodent can beautify your teeth.

Our book explains the benefits derived from each effect.



## Ten Days Free

You are welcome to a 10-Day Tube of Pepsodent. Send the coupon for it.

Twenty times this tube will bring you all the delightful effects.

The results will be a revelation. You have never known a tooth paste so effective.

In a week you will know what this new method means to you and yours. You will wish to join the millions who employ it.

Do this for your own sake now. Learn what clean teeth mean.

# Beautiful Teeth

Have come to millions  
Let them come to you

## Five Quick Benefits Delightful and convincing

The Pepsodent effects are quick—some are almost instant. You will feel at once an increased salivary flow.

That increase brings a multiplied supply of starch digestant. It brings to the mouth multiplied alkalinity. These act for long to digest starch deposits on teeth and to destroy mouth acids.

The viscous film is effectively combated. Teeth are highly polished. A cleanly feeling follows, as one conspicuous result.

The prompt effects will delight you. Within a week, the visible effects will prove most convincing. When you compare old results with the new, the difference will surprise you.



## Watch the Changes

The desire for beauty has won millions to the use of Pepsodent. When the film is ended, teeth glisten as they should.

Few people realize how film clouds the lustre of the teeth. They think the teeth are dingy when the trouble lies in film.

Watch the teeth whiten as you make this test. Compare your teeth now with your teeth in ten days. See what a change occurs.

You will know that those whiter teeth mean cleaner, safer teeth. And you will want them always.

If such things are important to you, don't forget this offer. Cut out the coupon now.

There is a new method of teeth cleaning. It is based on modern research. Authorities of world-wide fame now advocate its use. Leading dentists everywhere now urge people to employ it. And careful people of some 40 races do so nowadays.

Millions of people in America have adopted this new method, largely by dental advice. You meet them wherever you go. As one result, you see glistening teeth wherever you look today.

This is to urge that you test that method. Watch it for ten days. See the results on your own teeth. Learn the cleanly feeling that it brings.

The test will cost you nothing. The effects will change your whole conception of clean teeth. Life-long benefits may come from them, both to you and yours. You owe to yourself this experiment.

### You must combat the film

Dental science has discovered the cause of most tooth troubles. It lies in film—that viscous coat you feel. Film is ever-present, ever-forming. It clings to the teeth, gets between the teeth and stays.

No old-time tooth paste effectively combats it. The tooth brush, therefore, has left much of it intact. Night and day, between the teeth and elsewhere, that film may do endless damage.

As a result, tooth troubles have been constantly increasing. Despite the tooth brush, very few escape. Millions of teeth brushed daily have discolored or decayed. And pyorrhea has become so common as to be alarming.

### What film does to the teeth

Film absorbs stains, making the teeth look dingy. It is film coats that discolor, not the teeth. Film is the basis of tartar. Film holds food substance which ferments and forms acids. It holds the acids in contact with the teeth to cause decay.

Germs breed by millions in it. They, with tartar, are the chief cause of pyorrhea. And many other serious troubles are now traced to them.

So when you brush teeth and leave film, the teeth's chief enemy is left to threaten ceaseless damage.

### Five new dental laws

Modern research has discovered other things. It finds that the saliva is Nature's great tooth protecting agent.

It finds that starch deposits cling to teeth and often ferment and form acids. It finds that the starch digestant in saliva was put there to digest them.

It finds alkalis in the saliva, put there to neutralize the acids which cause tooth decay.

It finds that certain substances will multiply those tooth-protecting agents. Those substances would come in food if we ate the proper diet. But we eat much starch, and usually too little acid fruits, etc. So these natural forces are left too weak to fight the tooth destroyers.

### Now we multiply the forces

Authorities have decided that the tooth paste can apply the needed stimulation. Then, no matter what the diet, these essential effects will come.

Pepsodent is based on these new dental laws. Every use brings five effects which science deems essential.

It combats the film in two effective ways. It leaves teeth highly polished, so film less easily adheres.

It multiplies the salivary flow. It multiplies the starch digestant in the saliva to digest starch deposits that cling. It multiplies the alkalis in the saliva to neutralize mouth acids.

Thus it increases several fold Nature's tooth protecting forces to the mouth. It does this night and morning—every time you use it. It does it so effectively that the results are most amazing.

Now it is found that old-time tooth pastes brought the opposite effects. Any paste based on soap depresses the saliva. They reduce the flow, reduce the starch digestant, reduce the alkalis.

That is one reason why the tooth brush has proved so inadequate. The tooth paste was combating Nature, where she needed stimulation.

These new effects now promise a new dental era. The benefits should come to you and yours. Prove them out by this short test, then decide for yourself if you want them.

## Children Above All

Children need Pepsodent even more than adults. Young teeth seem most subject to these film attacks. The results are often life-lasting in effect.

Dentists advise that children use Pepsodent from the time the first tooth appears. Let not a day go by without combating film and starch and acids. Otherwise nearly all may suffer troubles which cleanliness might prevent.

Mothers who see the Pepsodent results should teach its use to children, and at once.



### Now two ways to combat it

Dental science has for years sought ways to fight that film. In late years two effective methods have been found. Authorities have subjected them to many careful tests. Thousands of skilled men have watched the effects.

Now those methods are advised and adopted in nearly every civilized country. And millions of all these races use them to combat the film.

Both of those methods are embodied in Pepsodent. This tooth paste reaches wherever film may linger. Its attacks on film-coats, constant and effective, form one of its chief effects.

## 10-Day Tube Free

THE PEPSODENT COMPANY  
Dept. 316, 1104 S. Wabash Ave., Chicago, Ill.  
Mail 10-Day Tube of Pepsodent to

ONLY ONE TUBE TO A FAMILY

PAT. OFF.  
**Pepsodent**  
REG. U.S.

The New-Day Dentifrice

A scientific tooth paste made to comply with modern requirements. It embodies two effective film combatants. Every application brings five much-desired effects.

Approved by highest authorities. Now advised by leading dentists nearly the world over. Daily used by millions who want teeth whiter, safer and cleaner. All druggists supply the large tubes.